## **Creating a Strategic Communication Plan E-Learning Module**

Worksheet 1 – Identifying Goals and Objectives

Timeframe!

1. What do you need your communication activities to help you achieve this year? Examples: More people enroll; Partners refer to our services; Increased funding. Outcome 1: \_\_\_\_\_ Outcome 2: \_\_\_\_\_ Outcome 3: 2. Write down 3-5 communication goals you need to accomplish this year: Examples: Raise awareness with target audience; Alert partners to our services; Reach funders through media or direct meetings Goal 1: \_\_\_\_\_ Goal 3: 3. Now, break down each of your goals into specific objectives. Remember, make them SMART - Specific, Measureable, Attainable, Relevant, and Time-bound (include a time frame). Make objectives SMART Specific, Measureable, Attainable, Relevant, and Overall, will this help Time-bound (include a timeframe) outcomes we want? Measurable! Specific! Example: Increase awareness of our parenting classes among at least 50 new prospective clients by the end of each month.

Does this seem like a number we can do?